

# Jacqueline Zhou | Junior Software Engineer

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## SUMMARY

Recent graduate of a software engineering bootcamp. Previously, I was a PPC (Paid Search) Account Manager at an international digital marketing agency before pivoting into Software Engineering. I love the rewarding challenge of coding and am excited for a lifetime of learning, creating, and growing as a software developer.

## SKILLS

- Front-end: JavaScript, React, HTML, CSS, Material UI, Sass, Bootstrap
- Back-end: Python, Django, PostgreSQL, Express.js, Node.js, MongoDB, Mongoose, SQL, Insomnia, TablePlus
- Other: R, RESTful APIs, CRUD APIs, Git, GitHub, npm, yarn, pipenv, Google Analytics

## EDUCATION

**General Assembly Software Engineering Immersive — London, UK (remote)** **03/2022 - 06/2022**

- 500+ hours of applied learning and development across both front-end and back-end development, with daily standups, workshops, and homework, culminating in 4 projects
- Building skills and familiarity with JavaScript, HTML, CSS, the MERN stack, Python, Django, and PostgreSQL

**Harvard CS50 Online Course** **09/2020 - 12/2020**

**State University of New York at Geneseo — Bachelor of Science in Biology** **08/2015 - 05/2019**

- Relevant coursework: Biological Data Analysis with R, Introduction to Programming with Python

## PROJECTS

**BetterCred** - Python, Django, React, JavaScript, Material UI, HTML, Sass, PostgreSQL [GitHub](#) | [Live](#)

- 9-day solo full-stack project creating a RESTful API that consumes a PostgreSQL database for credit cards

**Plantpedia** - MongoDB, Express.js, React, Node.js, JavaScript, Material UI, HTML, Sass, Mongoose [GitHub](#) | [Live](#)

- 1 week group project using Express.js, developing a CRUD API with a MongoDB database for house plants

**Recipe Finder** - React, JavaScript, HTML, Sass [GitHub](#) | [Live](#)

- 2-day hackathon project that consumes a public API and displays recipes based on category or cuisine types

**Lo-Fi Tetris** - JavaScript, HTML, CSS [GitHub](#) | [Live](#)

- 1 week solo project using JavaScript to create a lo-fi themed Tetris clone

## EXPERIENCE

**PPC Account Manager, Search Laboratory — Brooklyn, NY** **04/2021 - 03/2022**

- Researched and strategized within cross-channel teams to identify market growth opportunities for clients
- Planned, launched, and managed campaigns across 5 global accounts with monthly budgets between 11k-200k
- Prepared and presented weekly, monthly, and quarterly meetings to key client stakeholders across a variety of B2B and B2C industries (Fintech, eCommerce, SaaS, PaaS)

**Paid Search Executive, Search Laboratory — Brooklyn, NY** **10/2019 - 04/2021**

- Audited internal and prospective accounts to identify key areas for growth, pitching findings directly to clients
- Independently working to deliver a range of tasks including market/competitor research, creation and A/B testing of ad copy, keyword research, performance forecasting, and dashboard/report creation

**Freelance Writer, Beauty News NYC — Remote** **06/2020 - Present**

- Proactive creation and publishing of 25+ high-quality beauty/lifestyle-related editorial pieces using WordPress
- Establishing and maintaining relationships with various PR agencies and media contacts

**Research Assistant, State University of New York at Geneseo — Geneseo, NY** **08/2018 - 05/2019**

- Researched, planned, and executed an ecological study on spider-ant dueling behavior, analyzing data with R
- Awarded the 2019 Geneseo Foundation's Undergraduate Research Grant and 3rd place Presentation Winner at the 2019 Northeastern Natural History Conference, attended by 500+ scientists

**Laboratory Assistant, State University of New York at Geneseo — Geneseo, NY** **01/2019 - 05/2019**

- Designed and executed lesson plans, leading and teaching ~20 undergraduate students alongside lab instructor